

NMHC Annual Meeting Sponsorship Opportunities

January 29-31, 2019 | Manchester Grand Hyatt, San Diego, CA

About the Meeting

The NMHC Annual Meeting is the largest gathering of the year where NMHC members come together to network with their colleagues. Plan to attend informative sessions led by industry leaders and to network at the fun-filled social events. This meeting is open to NMHC members only. Over 3,000 individuals attend.

Sponsorship Opportunities

Meeting sponsorships are designed to maximize visibility, generate brand awareness, and create new leads and networking opportunities with leaders in the multifamily industry. Choose from the items below to create a sponsor package that best fits your company's needs. If you have ideas of your own or wish to discuss available options, please contact Melissa Rowan at mrowan@nmhc.org.

Sponsorship opportunities are open to all sponsorship levels. If a sponsor is not already a Chairman's Circle or Friends of the Council sponsor, the minimum sponsorship level is \$10,000.

All sponsorship items listed below include the following benefits:

- Company logo and listing published on the meeting web page.
- Recognition in promotional marketing materials and e-mails for the meeting.
- Company logo included on sponsor recognition signage prominently displayed on-site.
- Company logo included in the meeting's official print on-site agenda.
- Company logo and brief company description included within the sponsor module of the official Conference App.
- Company logo included in the scrolling PowerPoint presentation shown before the start of each general session.
- Option to host a subgroup event at the host hotel. [Download the subgroup event request form here.](#)
- Option to send a direct mail campaign to registrants of the meeting through a NMHC designated third-party mail house. (*Email addresses are not provided in accordance with NMHC's privacy policy.*)
- Option to send a piece of company literature to the meeting for display in the registration area during the meeting.

Sponsorship Item Descriptions

Digital & Print Media

Agenda (Print): \$25,000 (1 available) SOLD

The print agenda includes a brief meeting schedule and other important “need-to-know” info for the meeting. The agenda will be distributed to attendees as they pick up their badges on-site. The sponsor’s company logo will be featured on the cover of the print agenda.

Conference App: \$25,000 Each (5 available) SOLD

Promote your company via our official conference app! Attendees will use the app to navigate the meeting. The full agenda, session descriptions, speaker bios, attendee list, and more will be included within the app. Sponsors may provide a custom banner ad or use their logo. Sponsor recognition will be included on pre-show and on-site promotional materials and signage (digital and print). **Artwork is due by January 4, 2019. Banner ad specs & placement TBA.**

Conference App Alert: \$5,500 Each (1 available per day on Tuesday, Thursday. 2 available on Wednesday)

This powerful marketing tool allows you to send a targeted message directly to attendees using the conference app! The sponsor may provide custom copy for the alert (no sales pitches, please.) There is no character limit, however, we encourage copy to be brief and simple to get your message across! Hyperlinks and images are accepted as part of the copy. **Copy is due by January 4, 2019. NMHC to approve copy and will schedule the alert in accordance with the overall event schedule.**

Program Daily Email: \$15,000 (1 available per day. Choice of Tuesday, Wednesday, Thursday)

NMHC will send a daily email each morning to all 3,000+ Annual Meeting registrants during the meeting. The daily email includes important event info and highlights for the day ahead. Sponsors may include their hyperlinked logo and custom message or custom ad image and message. **Artwork is due by January 4, 2019. NMHC to approve ad and/or message.**

Meeting Recap Email (Post Meeting): \$25,000 (1 Available)

Don’t miss the opportunity for brand recognition by sponsoring one of NMHC’s popular meeting recap emails! This special, one-time post meeting publication will include an in-depth recap of both the NMHC Apartment Strategies Outlook Conference and the NMHC Annual Meeting. The recap is sent via email to **all NMHC members** (not just meeting registrants), over 10,000 apartment executives, following the conclusion of the meeting. NMHC will feature your hyperlinked company logo or custom image in a prime location at the top of the email, just below the masthead and next to the lead story. *Specs TBA.*

Events & Sessions

Annual Meeting Opening Reception: \$25,000 Each (Unlimited)

Attendees will enjoy cocktails and hors d’oeuvres while reconnecting and networking with colleagues. The sponsorship includes custom cocktail napkins featuring the sponsor company’s logo (one (1) sponsor logo per napkin), logo included on signage placed on each bar, logo included on signage placed at the entrance to the reception venue, a conference app alert recognizing the sponsorship (created, scheduled, and sent from NMHC), and sponsorship recognition in the event listing in the conference app.

Breakfast Social Sponsor: \$10,000 Each (Unlimited), Choice of Wednesday or Thursday

This casual networking breakfast is complete with a continental breakfast buffet, coffee, tea, and juice. The sponsorship includes co-sponsorship of breakfast on your day of choice, sponsor company logo included on signage placed at the entrance to the breakfast venue, logo signs placed on the buffet tables, a conference app alert recognizing the sponsorship (created, scheduled, and sent from NMHC), and sponsorship recognition in the event listing in the conference app.

Dinner & Entertainment: \$25,000 Each (10 available)

The Annual Dinner is the exciting, can't miss event of the meeting, with over 900 attendees! Attendees will enjoy a three-course, sit-down dinner with entertainment provided by a top Hollywood entertainer. The sponsorship includes co-sponsorship of the dinner, one (1) reserved table of 10 for the sponsor company at the dinner, a photo opportunity for one (1) representative of the sponsor company with the entertainer (*if contract permits*), sponsor company's logo included on signage placed at the entrance to the dinner venue, and sponsorship recognition in the event listing in the conference app.

Dinner Reception: \$25,000 Each (Unlimited)

Grab a cocktail and hors d'oeuvres with colleagues before heading into the main event! The sponsorship includes co-sponsorship of the dinner reception, custom cocktail napkins featuring the sponsor company's logo (one (1) sponsor logo per napkin), logo included on signage placed on each bar, logo included on signage placed at the entrance to the reception venue, and sponsorship recognition in the event listing in the conference app.

Emerging Leaders Meet & Greet: \$15,000 (1 available)

This social event is designed specifically for Emerging Leaders in the multifamily industry, providing a casual and informal opportunity for them to meet and mingle with their peers. The reception will feature an open bar and light bar snacks. The sponsorship includes custom cocktail napkins featuring the sponsor company's logo, logo included on signage placed at the entrance to the event room, the option for a representative of the sponsor company to give brief welcoming remarks to the group during the reception, and sponsorship recognition in the event listing in the conference app.

General Session: \$50,000 Each (2 available per day. Choice of *Wednesday or *Thursday)

General sessions featuring expert panelists and speakers from inside and outside the multifamily industry will take place on Wednesday and Thursday. The sponsorship includes co-sponsorship of the general session for the day of choice, sponsor company logo included on signage placed at the entrance to the general session room (displayed all week), logo included in emails marketing the general session, verbal recognition thanking the sponsor company from the stage, a conference app alert promoting the sponsorship (created, scheduled, and sent from NMHC), and sponsorship recognition in the event listing in the conference app.

Snack/Refreshment Break: \$12,500 (1 available per day. Choice of Tuesday, Wednesday, or Thursday.)

Provide free snacks and beverages to attendees looking for a mid-morning or afternoon treat in between meetings and sessions. The sponsorship includes the sponsor's logo on signage placed in front of the snack station and the sponsor's logo placed on signs on the snack table. The sponsor may, at their own expense, provide a branded snack item or to-go goodie bag to include on the snack station. *NMHC to approve the item.*

Promotional & Branding Opportunities

Hotel Room Key Card: \$50,000 (1 available) SOLD

The hotel room key card is one of the most visible branding opportunities to take advantage of during the meeting. All attendees staying at the Manchester Grand Hyatt will see your company logo or custom artwork, featured on custom branded hotel key cards. *NMHC to approve artwork.*

Lanyard: \$50,000 (1 available) SOLD

New at the Annual Meeting, lanyards featuring the sponsor company's logo will be attached to attendee name badges and distributed to all registrants on-site.

Luggage Storage: \$5,500 (1 Available) SOLD

Luggage storage will be made available to attendees at the Manchester Grand Hyatt on Thursday morning. The sponsorship includes the sponsor company's logo on signage placed in front of the luggage storage area and a conference app alert recognizing the sponsorship (created, scheduled, and sent from NMHC). The sponsor may, at their own expense, provide a branded luggage tag. *NMHC to approve the item.*

Room Drop/Turn-Down Service: \$15,000 Each (1 sponsor per night. Choice of Monday, Tuesday, or Wednesday.) SOLD

Surprise each attendee staying at the Manchester Grand Hyatt by having a special, branded gift or amenity delivered directly to their guest rooms! This opportunity creates a personal and lasting brand impression. The sponsor may provide a custom branded gift or amenity of their choice. *The cost of the item and hotel delivery fee is not included in the sponsorship fee and must be paid by the sponsor. NMHC to approve the item. All meeting guests in the headquarter hotel receive the room drop; select lists are not permitted. Contact NMHC for estimated quantities and room delivery fees.*

Social Lounge: \$35,000 (1 available) SOLD

The Social Lounge is an inviting, relaxing space for attendees to have a casual conversation or catch up on work during the meeting. Comfortably arranged furniture, secure charging lockers, computers/tablets, and a printer will also be included in the lounge. The sponsorship includes the sponsor company's logo on signage placed at the entrance to the lounge, logo (or custom graphic) included as the screen saver on lounge computers, logo included on charging locker signage, and sponsorship recognition in the event listing in the conference app. The sponsor may, at their own expense, provide a small branded item to place in the lounge. *NMHC to approve the item.*

Wi-Fi Sponsor: \$25,000 (1 available) SOLD

Connect all attendees by providing free Wi-Fi during the meeting. Free Wi-Fi will be available in the general session and meeting rooms, registration area, and hotel lobby. Attendees will access the Wi-Fi using a customized password that includes the sponsor company's name (depending on hotel requirements). The sponsorship includes incorporation of the sponsor company's name into the Wi-Fi password, and sponsor recognition in various marketing materials (digital and print) before and during the meeting.

Note: Sponsor items and benefits are subject to change. Sponsor items may be updated, added or removed during the event planning process. Be sure to check back in for updates!

Sponsorship opportunities are limited, so please confirm early. If the opportunity sells out, we will create a wait list and contact you if the item becomes available.